

U.S. Army 2005 MWR Leisure Needs Survey Results

Picatinny Arsenal New Jersey

BRIEFING OUTLINE

Picatinny Arsenal

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

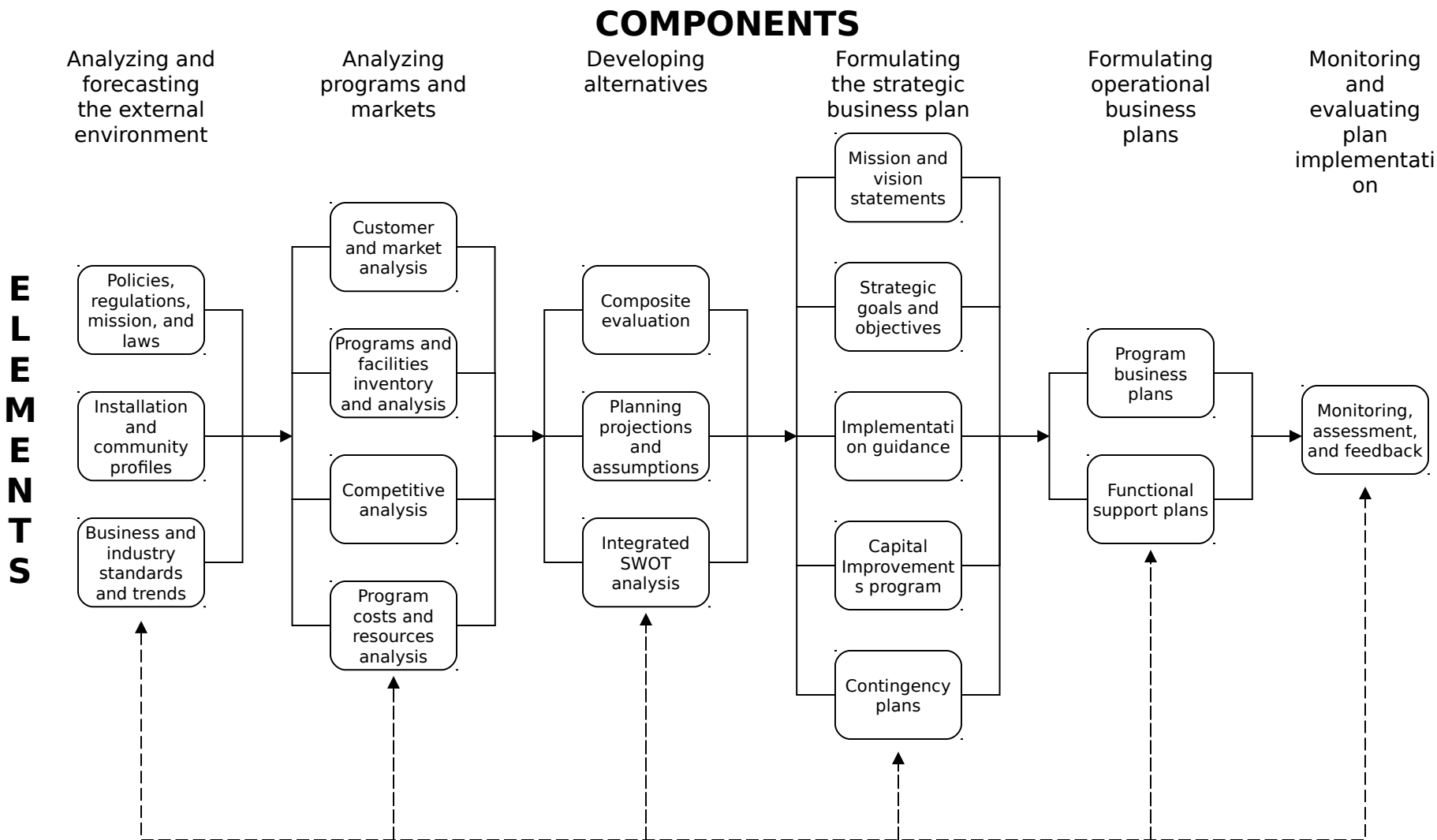
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Picatinny Arsenal

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Picatinny Arsenal

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,642 surveys were distributed at Picatinny Arsenal



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Picatinny Arsenal

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Picatinny Arsenal:					
Active Duty	128	127	12	9.45%	±26.93%
Spouses of Active Duty	106	131	18	13.74%	±21.05%
Civilian Employees	896	896	231	25.78%	±5.55%
Retirees	499	488	108	22.13%	±8.35%
Total	1,629	1,642	369	22.47%	±4.49%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

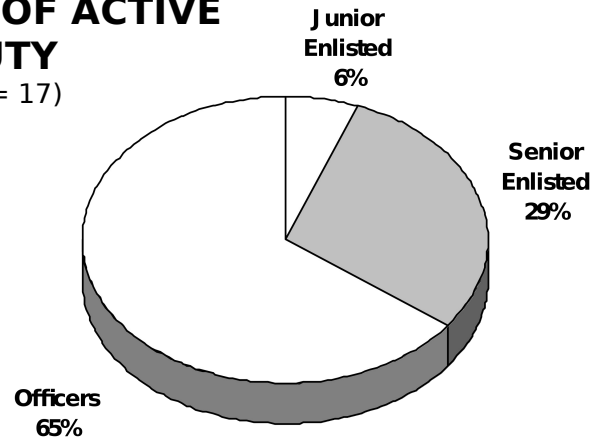
PATRON SAMPLE*

Picatinny Arsenal

RESPONDENT POPULATION SEGMENTS

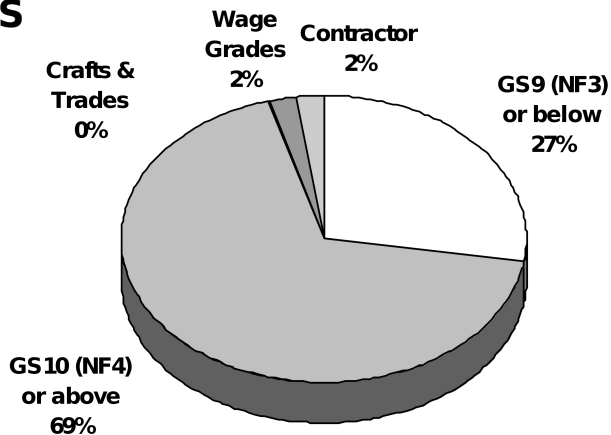
SPOUSES OF ACTIVE DUTY

(n = 17)



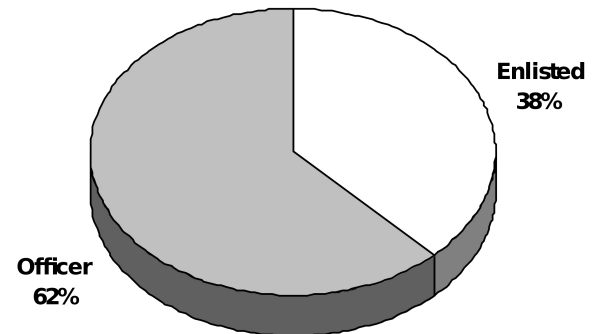
CIVILIANS

(n = 226)



RETIREES

(n = 85)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Picatinny Arsenal

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT PICATINNY ARSENAL

Picatinny Arsenal

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	77%
Army Lodging	55%
Child Development Office	51%
ITR - Commercial Travel Agency	41%
Swimming Pool	41%

LEAST FREQUENTLY USED FACILITIES

RV Park	71%
Bowling Pro Shop	61%
Car Wash	58%
Arts & Crafts Center	50%
Cabins & Campgrounds	48%

MWR PROGRAMS & FACILITIES: SATISFACTION AT PICATINNY ARSENAL*

Picatinny Arsenal

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Golf Course	4.77
School Age Services	4.64
Golf Course Pro Shop	4.59
Swimming Pool	4.49
ITR - Commercial Travel Agency	4.39

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Multipurpose Sports/Tennis Courts	3.40
Athletic Fields	3.83
Youth Center	4.00
Post Picnic Area	4.14
Fitness Center/Gymnasium	4.22

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT PICATINNY ARSENAL*

Picatinny Arsenal

FACILITIES WITH HIGHEST QUALITY RATINGS*

Golf Course	4.70
Golf Course Pro Shop	4.60
Swimming Pool	4.39
School Age Services	4.38
Child Development Center	4.34

FACILITIES WITH LOWEST QUALITY RATINGS*

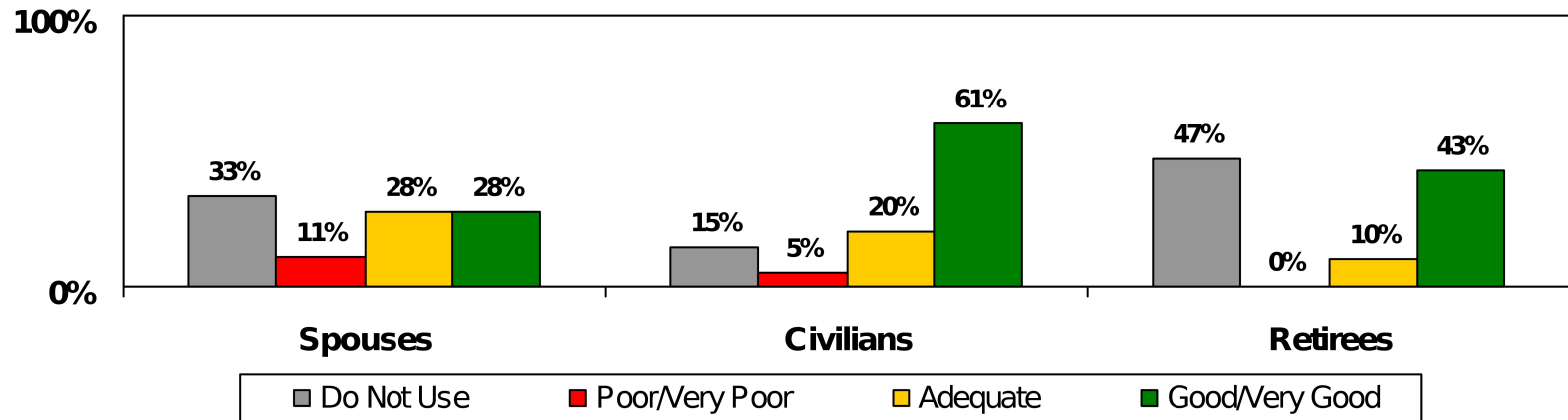
Multipurpose Sports/Tennis Courts	3.24
Athletic Fields	3.62
Post Picnic Area	3.87
BOSS	3.87
Recreation/Community Activity Ctr.	3.96

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

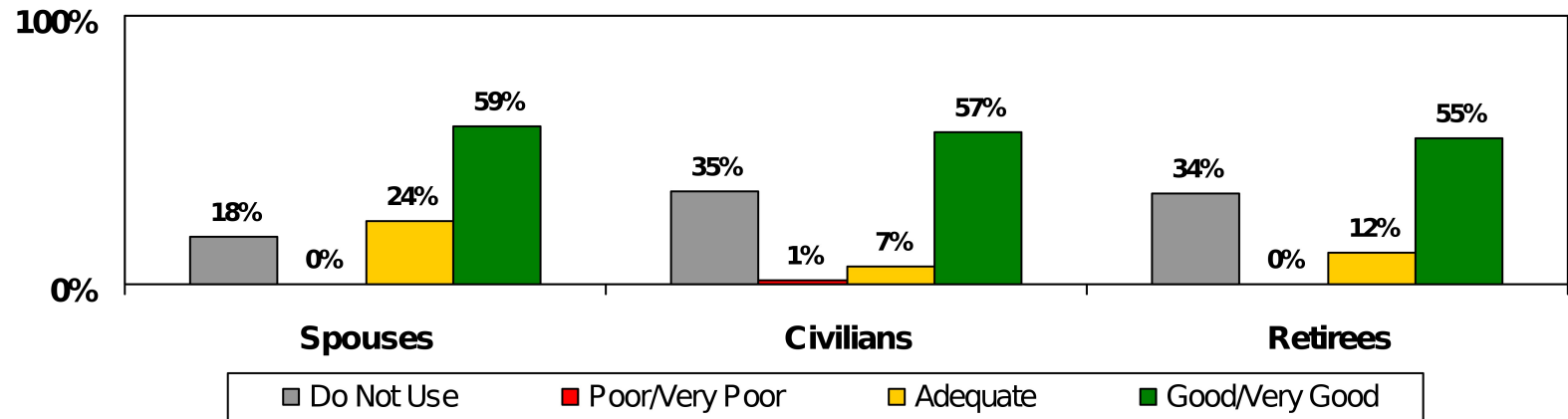
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Picatinny Arsenal

Quality of On-Post Services



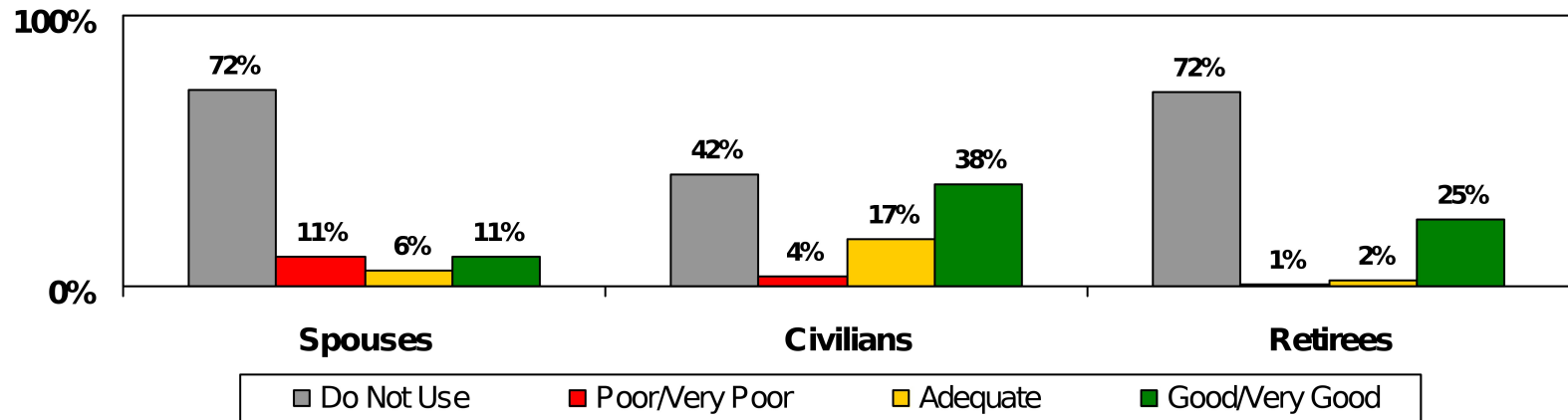
Quality of Off-Post Services



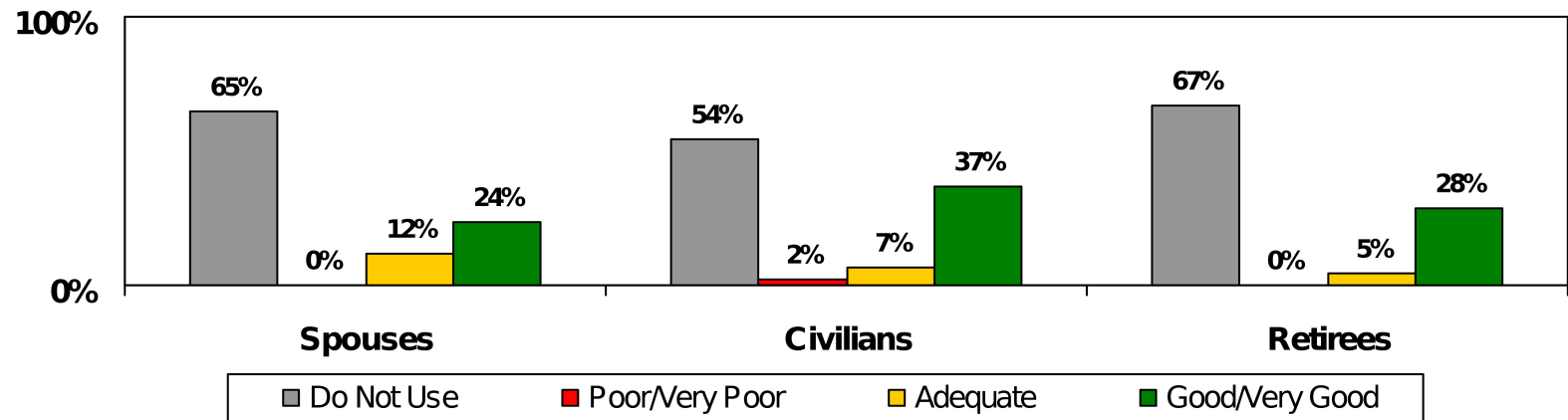
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Picatinny Arsenal

Quality of On-Post Services



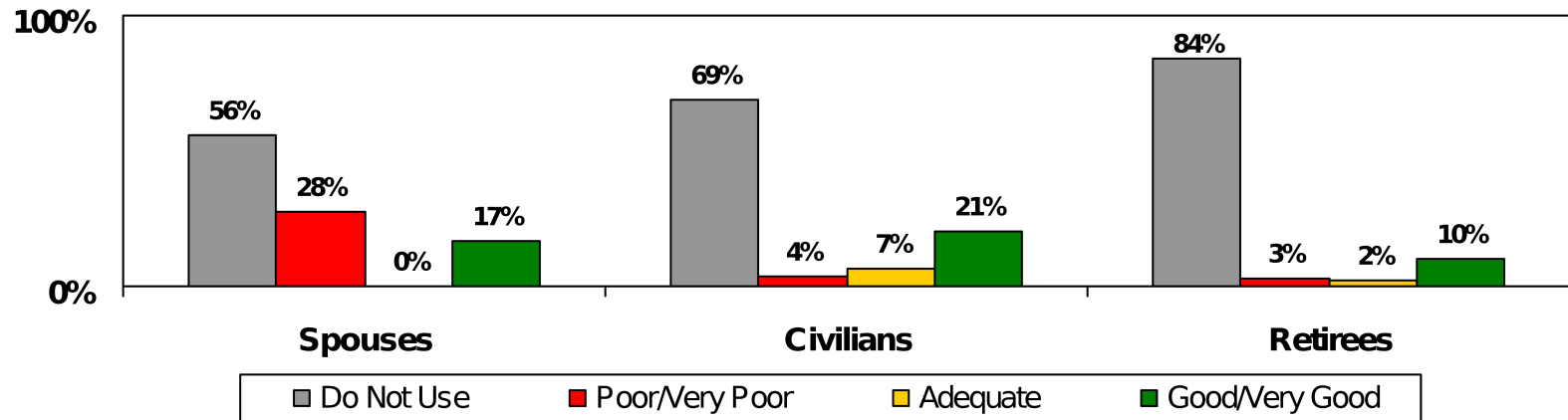
Quality of Off-Post Services



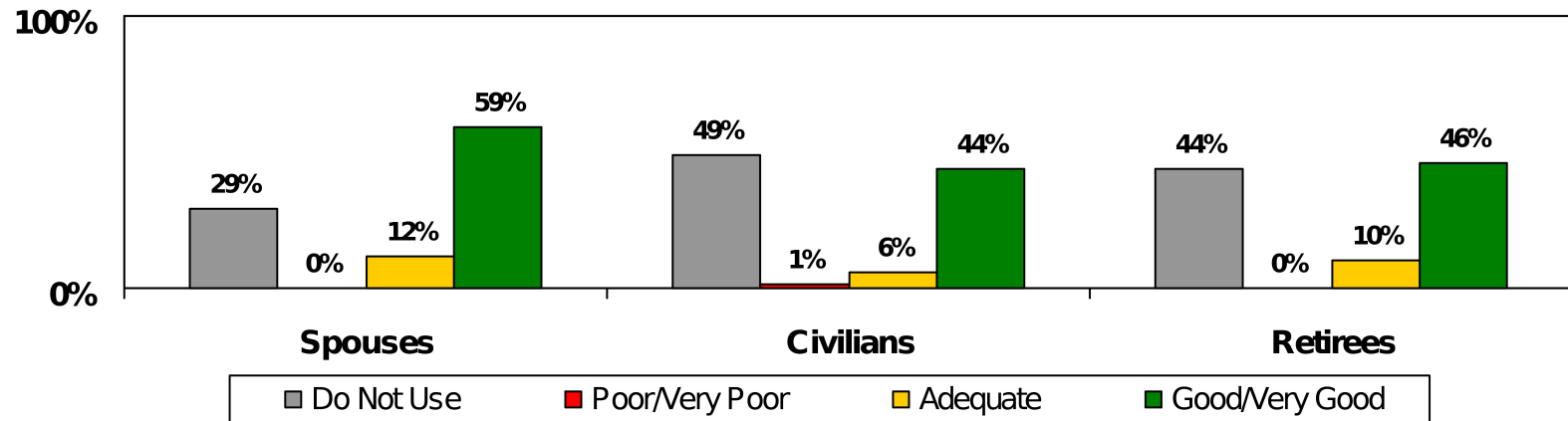
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Picatinny Arsenal

Quality of On-Post Services

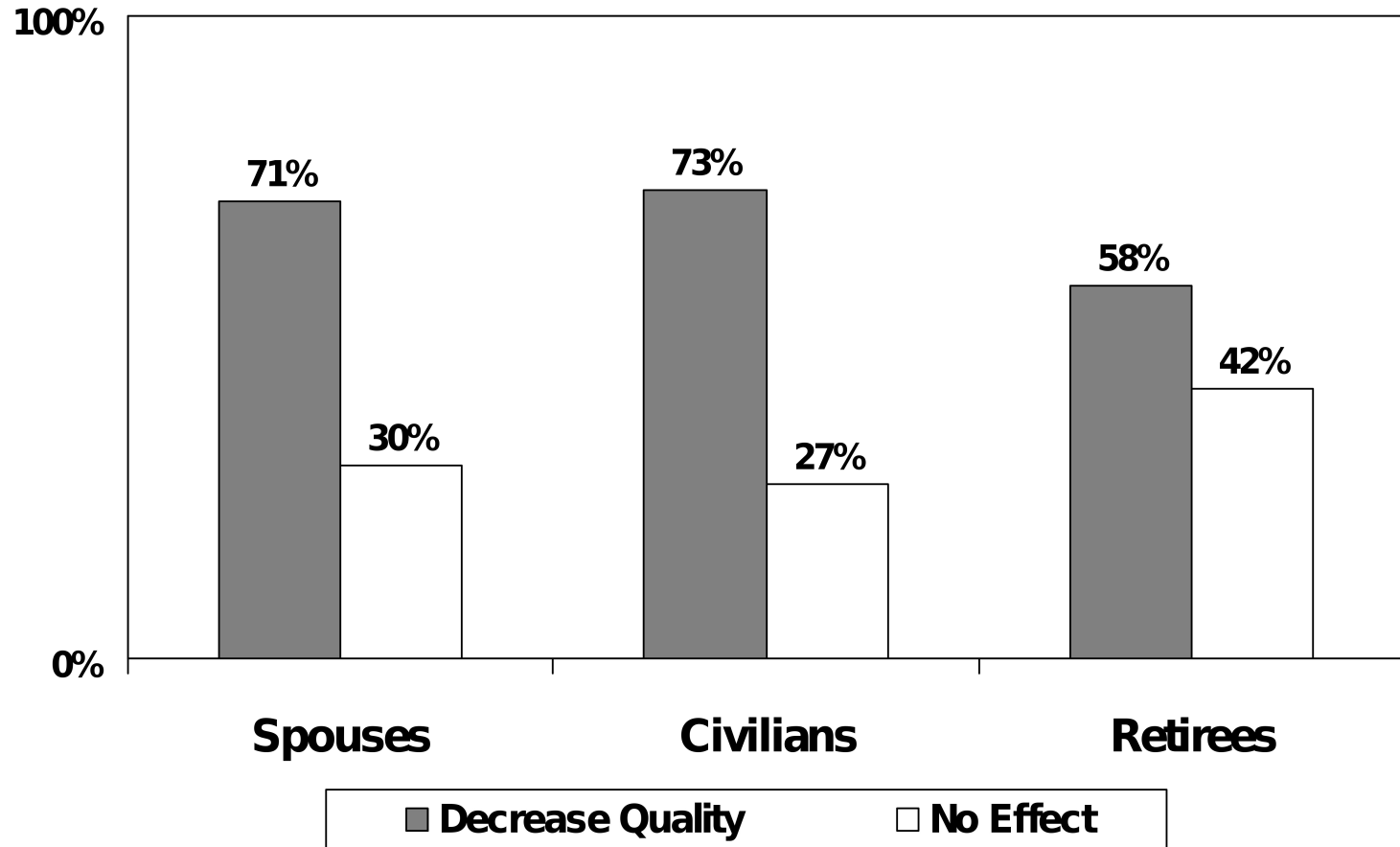


Quality of Off-Post Services



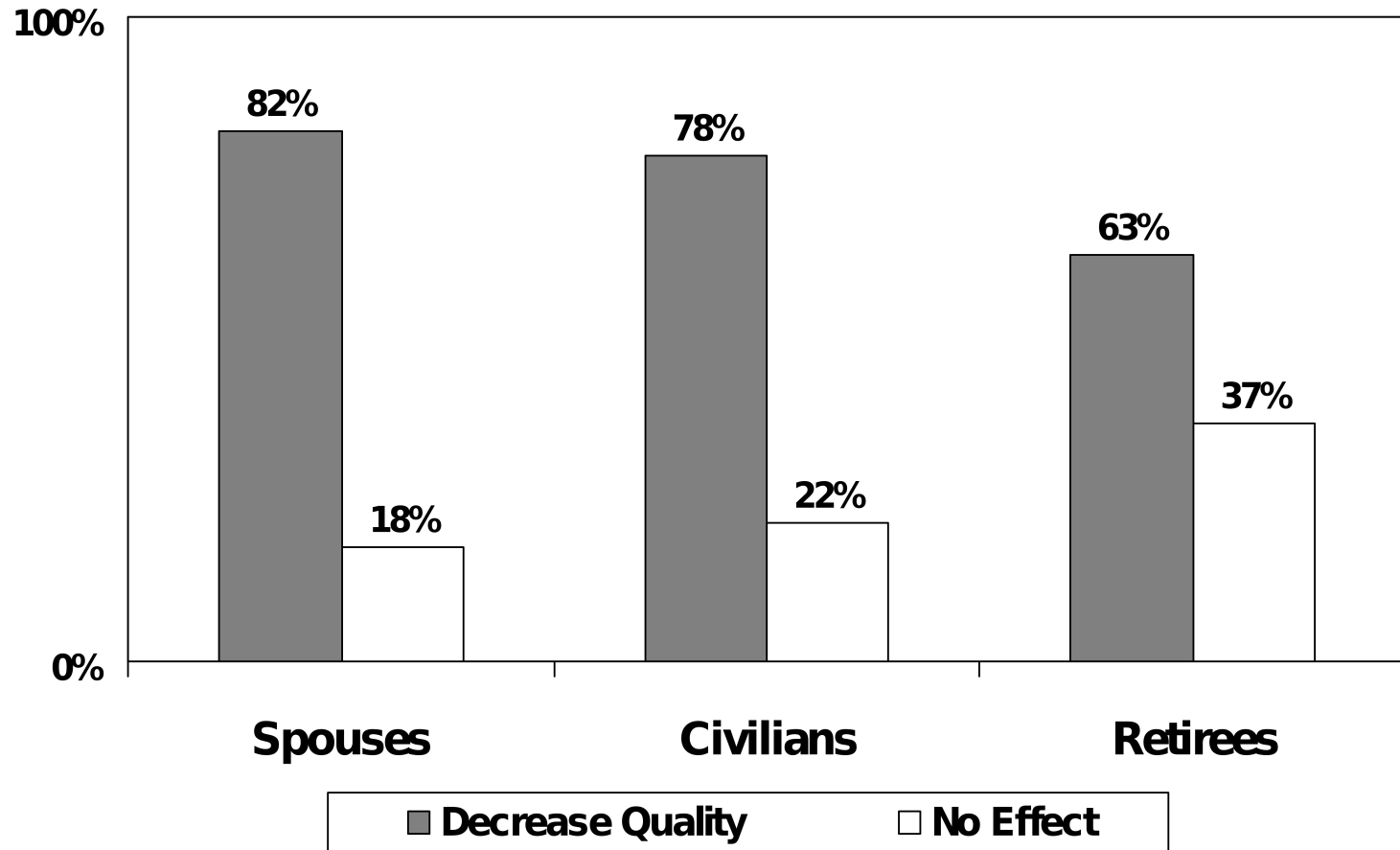
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Picatinny Arsenal



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Picatinny Arsenal



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Picatinny Arsenal

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	77%
Army Lodging	55%
Child Development Center	51%
ITR Office	41%
Swimming Pool	41%
Golf Course	40%
Athletic Fields	40%

RV Park	71%
Bowling Pro Shop	61%
Car Wash	58%
Arts & Crafts Center	50%
Cabins & Campgrounds	48%
Bowling Food & Beverage	45%
Bowling Center	42%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Picatinny Arsenal

WHERE DO YOU GET INFORMATION?	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	6%	28%	14%	22%
E-mail	56%	93%	24%	70%
Friends and neighbors	50%	23%	14%	23%
Family Readiness Groups (FRGs)	11%	0%	0%	1%
Bulletin boards on post	6%	23%	20%	21%
Post newspaper	22%	46%	38%	42%
MWR publications	39%	33%	34%	34%
Radio	0%	0%	1%	0%
Television	0%	0%	0%	0%
My child(ren) let(s) me know	0%	1%	1%	1%
Other unit members or co-workers	6%	28%	5%	20%
Unit or post commander or supervisor	6%	5%	2%	5%
Marquees/billboards	11%	3%	8%	5%
Flyers	50%	14%	18%	21%
Other	6%	2%	17%	6%
I never hear anything	11%	1%	25%	9%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Picatinny Arsenal

MWR PROGRAM/SERVICE	SPOUSES OF ACTIVE DUTY
Amy Child and Youth Services	89%
Better Opportunities for Single Soldiers	N/A
Amy Community Service	30%
MWR Programs and Services	82%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Picatinny Arsenal

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	50%	83%	17%
Outreach programs	11%	N/A	N/A
Family Readiness Groups	39%	50%	50%
Relocation Readiness Program	78%	80%	20%
Family Advocacy Program	61%	0%	100%
Crisis intervention	22%	N/A	N/A
Money management classes, budgeting assistance	44%	67%	33%
Financial counseling, including tax assistance	39%	67%	33%
Consumer information	22%	50%	50%
Employment Readiness Program	50%	50%	50%
Foster child care	11%	0%	100%
Exceptional Family Member Program	67%	43%	57%
Army Family Team Building	44%	100%	0%
Army Family Action Plan	56%	83%	17%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON SPOUSES

Picatinny Arsenal

POSITIVE* ACS IMPACTS	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	0%
Personal job performance/readiness	0%
Unit cohesion and teamwork	14%
Unit readiness	0%
Relationship with my spouse	13%
Relationship with my children	11%
My family's adjustment to Army life	30%
Family preparedness for deployments	25%
Ability to manage my finances	14%
Feeling that I am part of the military community	50%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON SPOUSES

Picatinny Arsenal

POSITIVE* CYS IMPACTS	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	83%
Helps minimize lost duty/work time due to lack of child care/youth services	80%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	57%
Allows me to work outside my home	100%
Allows me to work at home	67%
Offers me an employment opportunity within the CYS program	33%
Allows me/my spouse to better concentrate on my/our job(s)	75%
Provides positive growth and development opportunities for my children	100%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Picatinny Arsenal

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	78%
Going to movie theaters	61%
Internet access/applications (home)	57%
Entertaining guests at home	56%
Plays/shows/concerts	55%
Live entertainment	43%
Going to beaches/lakes	43%
Attending sports events	42%
Special family events	42%
Gardening	41%

Top 5 for Spouses of Active Duty

Going to movie theaters	89%
Watching TV, videotapes, and DVDs	70%
Attending sports events	60%
Gardening	56%
Internet access/applications (home)	56%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	91%
Going to movie theaters	61%
Internet access/applications (home)	60%
Entertaining guests at home	57%
Plays/shows/concerts	57%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	75%
Walking	57%
Entertaining guests at home	53%
Going to movie theaters	53%
Internet access/applications (home)	53%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Picatinny Arsenal

Team Sports

Softball	9%
Basketball	8%
Soccer	6%
Volleyball	5%
Self-directed sports tournaments	5%

Outdoor Recreation

Going to beaches/lakes	43%
Picnicking	33%
Fishing	24%
Bicycle riding/mountain biking	24%
Camping/hiking/backpacking	23%

Social

Entertaining guests at home	56%
Special family events	42%
Happy hour/social hour	31%
Dancing	26%
Night clubs/lounges	25%

Sports and Fitness

Walking	40%
Cardiovascular equipment	38%
Weight/strength training	23%
Golf	18%
Running/jogging	18%

Entertainment

Watching TV, videotapes, and DVDs	78%
Going to movie theaters	61%
Plays/shows/concerts	55%
Live entertainment	43%
Attending sports events	42%

Special Interests

Internet access/applications (home)	57%
Gardening	41%
Digital photography	39%
Computer games	30%
Automotive maintenance & repair	27%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Picatinny Arsenal

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	23%	N/A	23%
Reading	22%	N/A	22%
Reference/research services	21%	N/A	21%
Cardiovascular equipment	20%	18%	38%
Study/self-development	15%	N/A	15%
Weight/strength training	13%	10%	23%
Multimedia (videos, DVDs, CDs)	13%	N/A	13%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

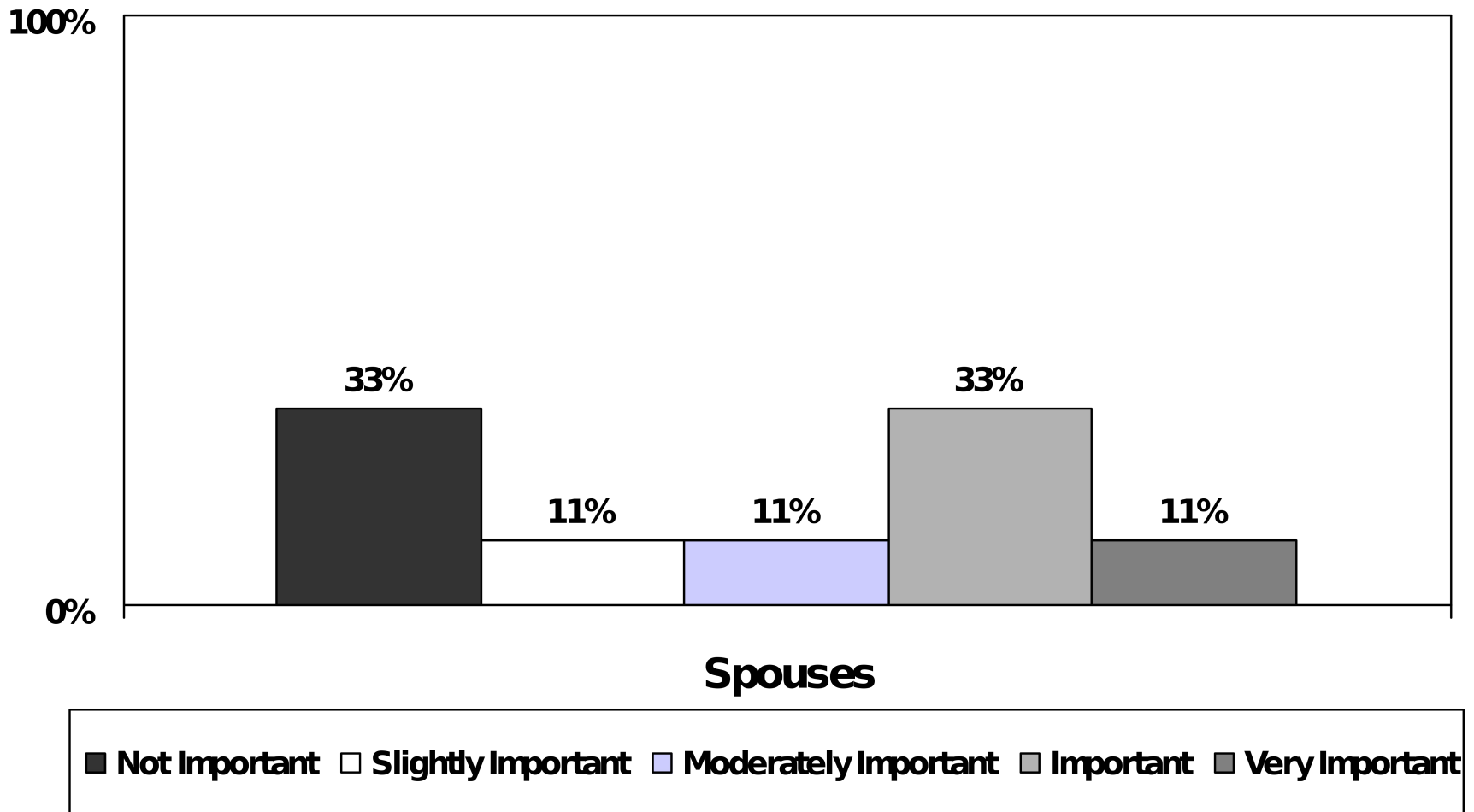
Picatinny Arsenal

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	8%	4%	45%	57%
Gardening	2%	2%	37%	41%
Digital photography	3%	7%	29%	39%
Computer games	2%	2%	26%	30%
Automotive maintenance & repair	0%	7%	19%	27%
Automotive detailing/washing	2%	6%	18%	26%
Trips/touring	0%	22%	0%	23%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

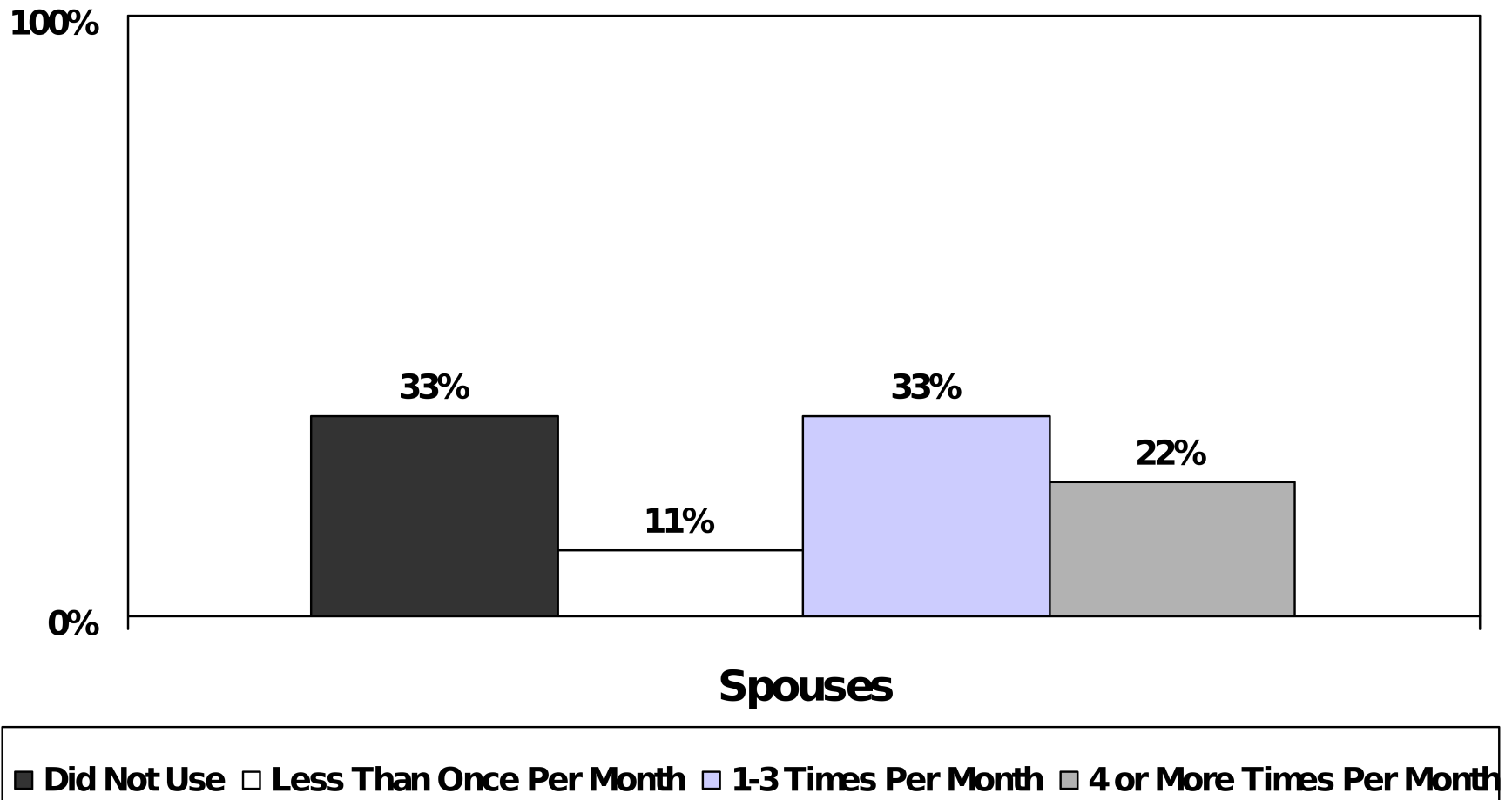
Picatinny Arsenal



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

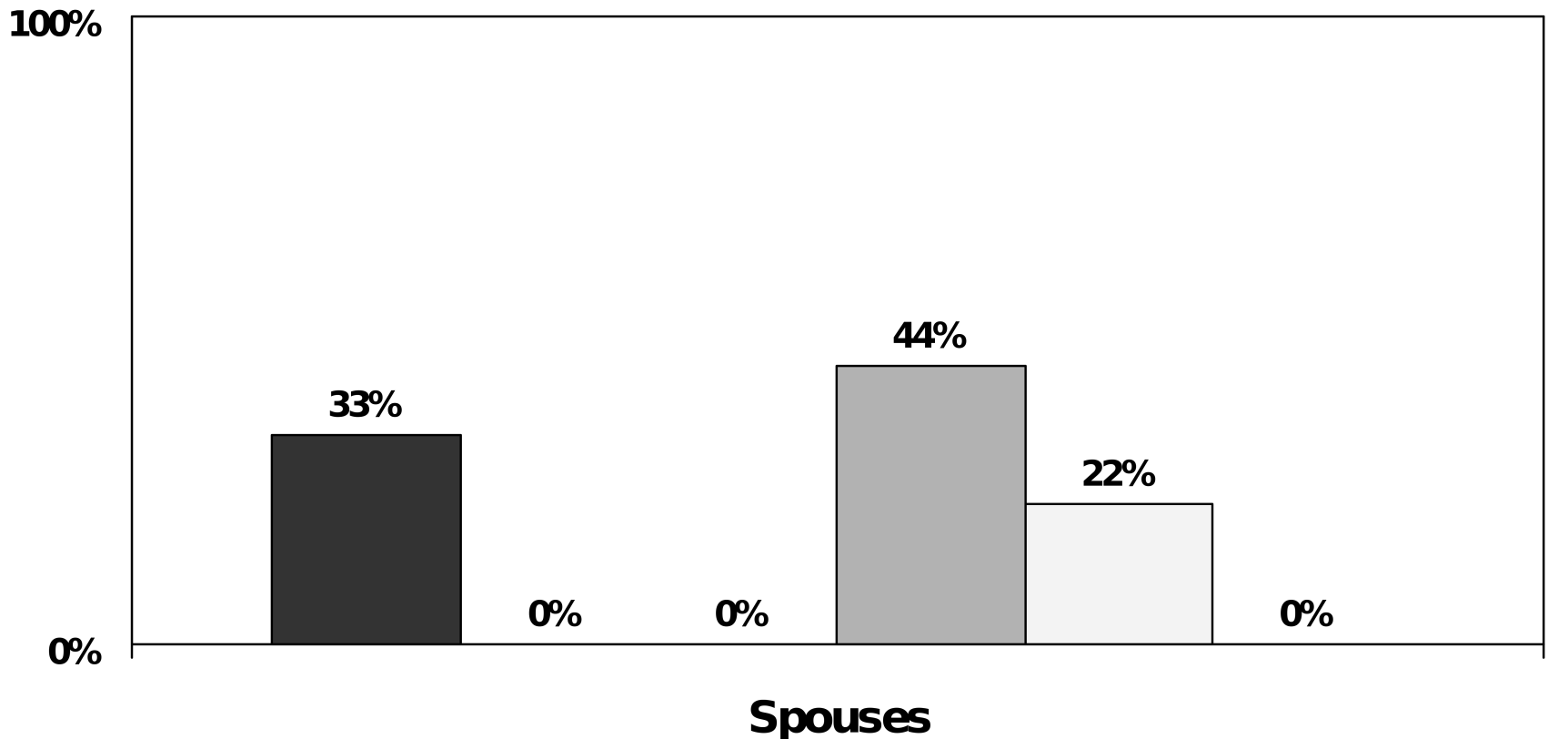
Picatinny Arsenal

INSTALLATION



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Picatinny Arsenal



■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: SPOUSES OF ACTIVE DUTY MEMBERS

Picatinny Arsenal

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	11%
Not Sure	6%
Yes	83%

NEXT STEPS

Picatinny Arsenal

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)